



The World's Best Tobacco

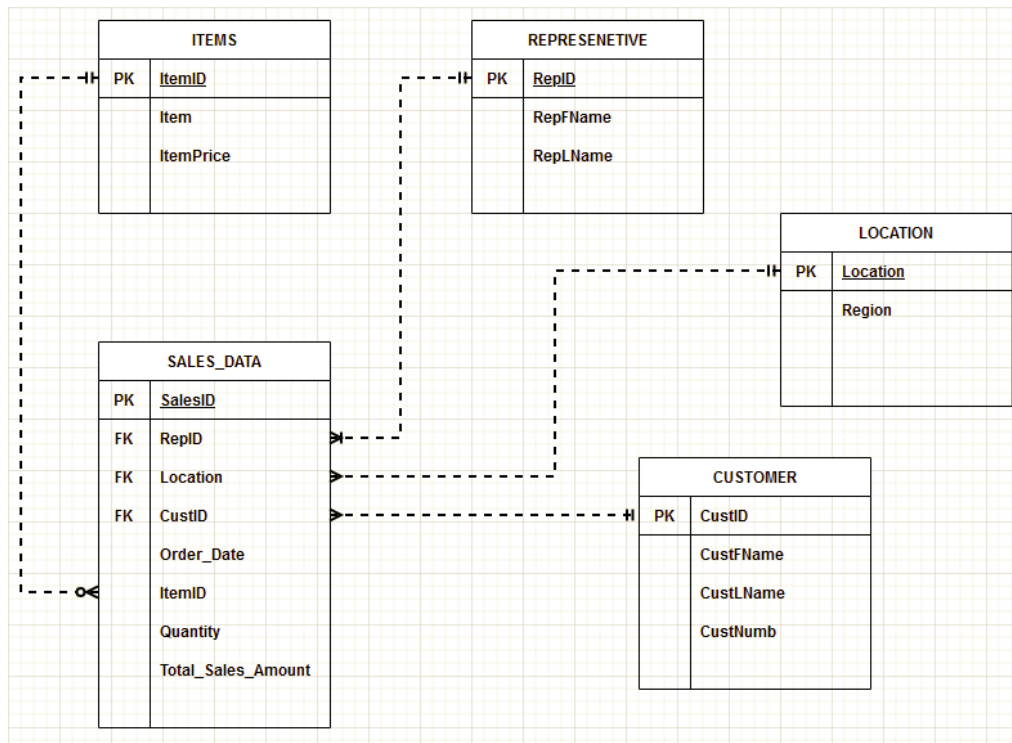


World's Best Tobacco



- World's Best Tobacco is a tobacco company that has been in operation since 1923.
- Brand has a reputation for quality and niche products traditionally
- Successful, but not as successful as upper management would like

ERD





Questions Driving The Analysis

- What are the Best Tobacco's strategic advantages?
- What areas does Best Tobacco have weaknesses in? Should any products or employees be cut?
- What can Best Tobacco do to have better fiscal years moving forward?



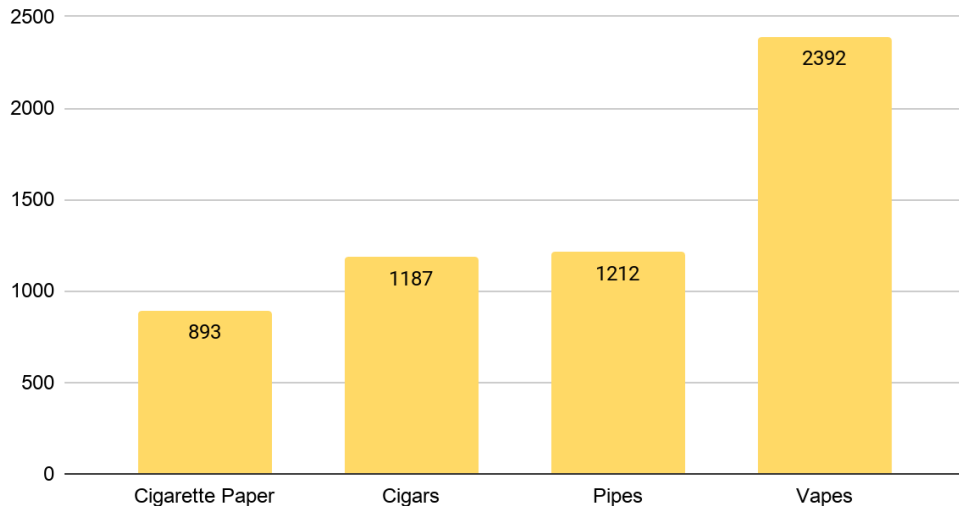
Questions:

- What is our best selling product?
- How Many Sales, On Average, Are Worth More Than \$300?
- How many products were sold from Massachusetts?
- What is our best performing region for November?
- What is our worst performing region for this past January?
- Who are our best 3 customers by purchases?
- Which 3 months have the highest sales?
- Who Is Our Most Productive Agent?
- Which is the best selling product, and in what quantity is it sold in those state?
- Which season generated the most sales?



What is our best selling product?

Total Products Sold Across All Years

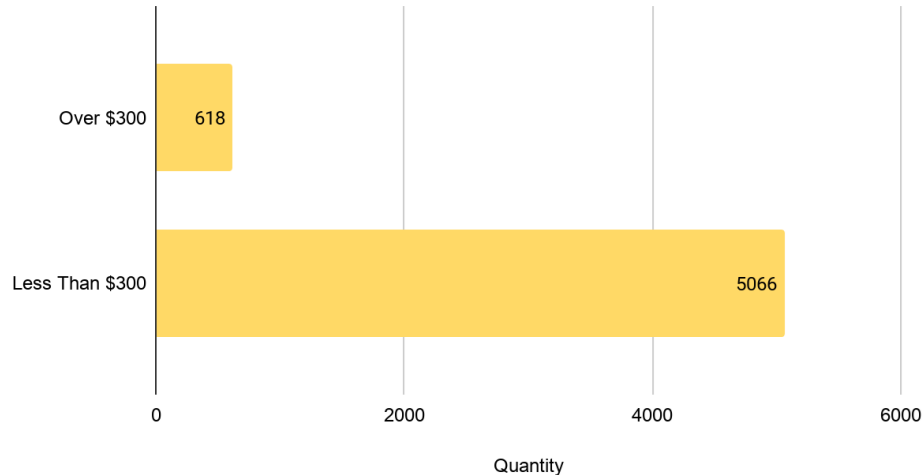


Vapes makes up 42.1% of our total sales making it the best selling product.

Results		Messages
	ITEM	Total Sold
1	Stuff	893
2	Things	1187
3	Widgets	1212
4	Junk	2392

How Many Sales, On Average, Are Worth More Than \$300?

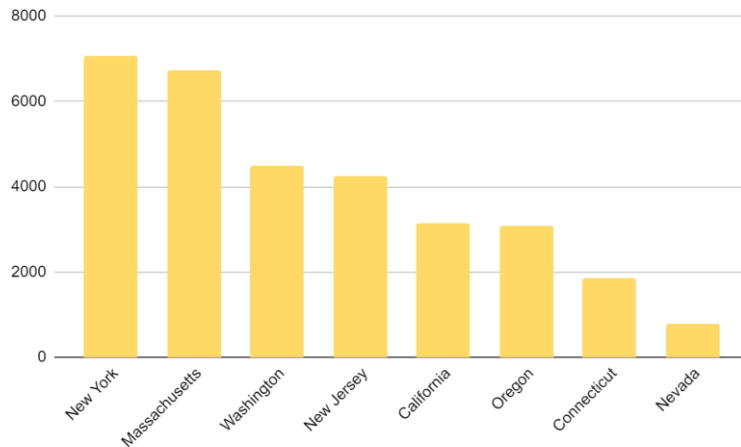
Average Value of Orders



618 of our orders were more than \$300 .

	NumberOfOrders
1	618

How many products were sold from Massachusetts?

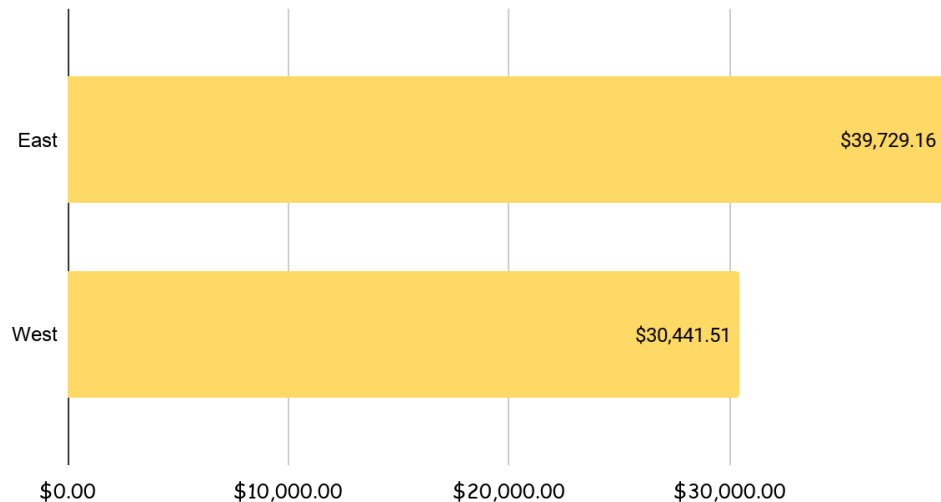


6741 Orders were sold from
Massachusetts

	TotalQuantitySold	Location
1	7061	New York
2	6741	Massachusetts
3	4489	Washington
4	4263	New Jersey
5	3146	California
6	3068	Oregon
7	1844	Connecticut
8	770	Nevada

What is our best performing region for November?

Sales in November by Region

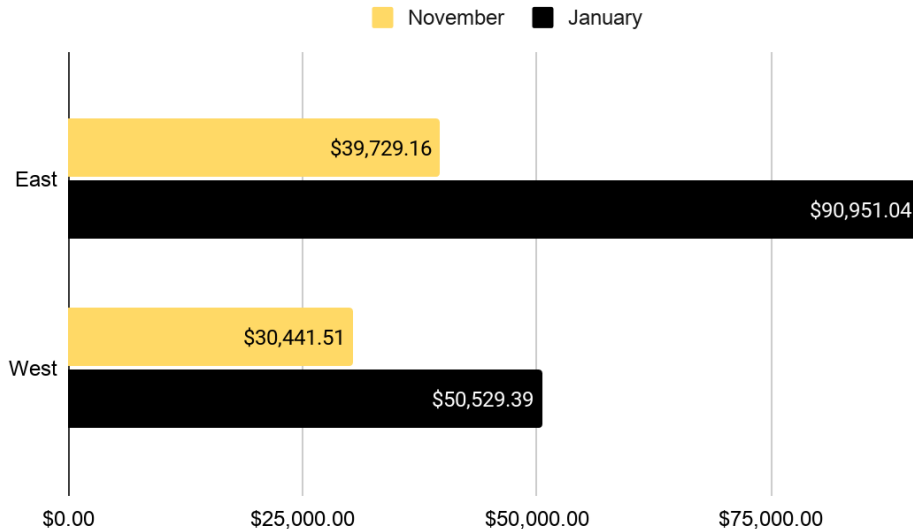


The East Region produced the most revenue for November at **\$39,729.16** with the West only generating \$30,441.51.

Results		Messages	
	region	RegionalRevenue	
1	East	39729.16	

What is our worst performing region for January?

November and January Sales by Region



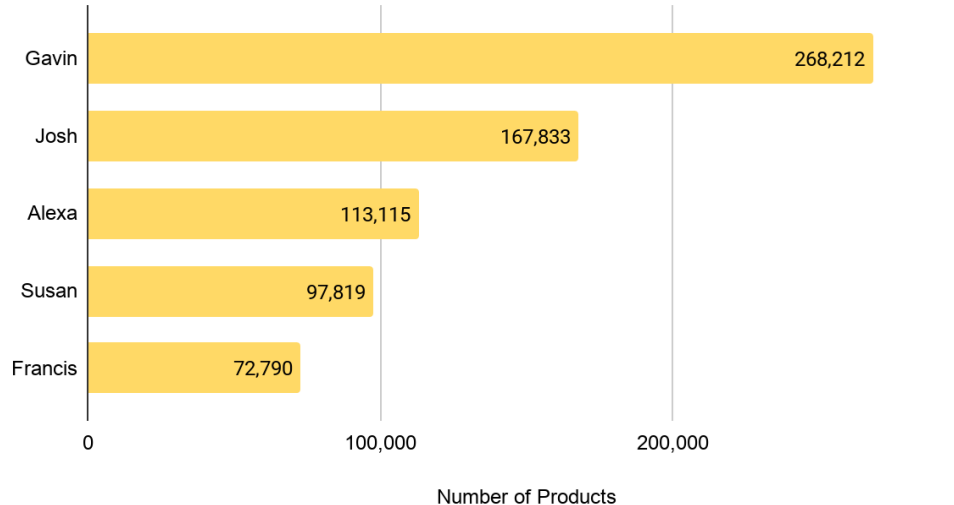
The West Region produced the least revenue for January at **\$50,529.39**

Results		Messages
	region	RegionalRevenue
1	West	50529.39
2	East	90951.04



Who are our best 3 customers by purchases?

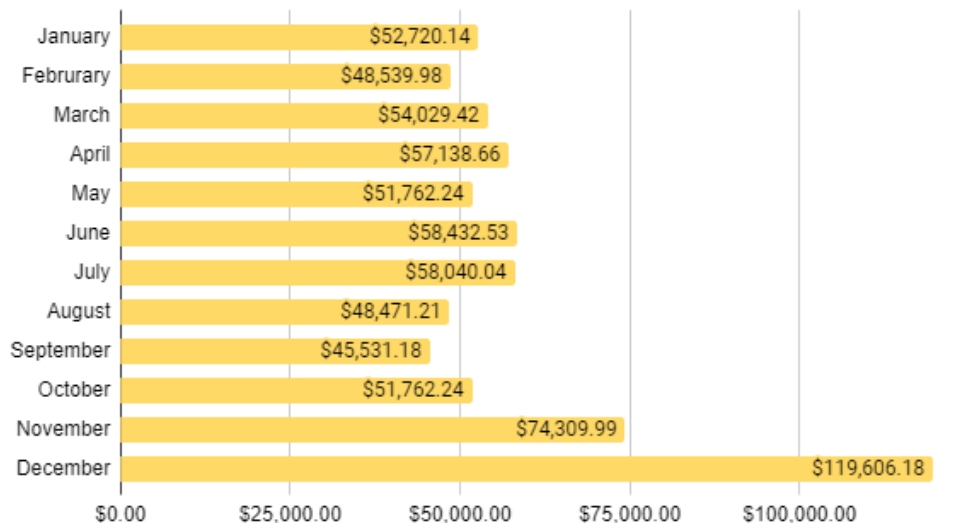
Number of Products Bought by Customer for All Years



Gavin, Josh, and Alexa are the top 3 customers in purchases totaling **\$549,160** spent and account for 76.3 percent of all sales.

Which 3 months have the highest sales?

Month of Total Revenue

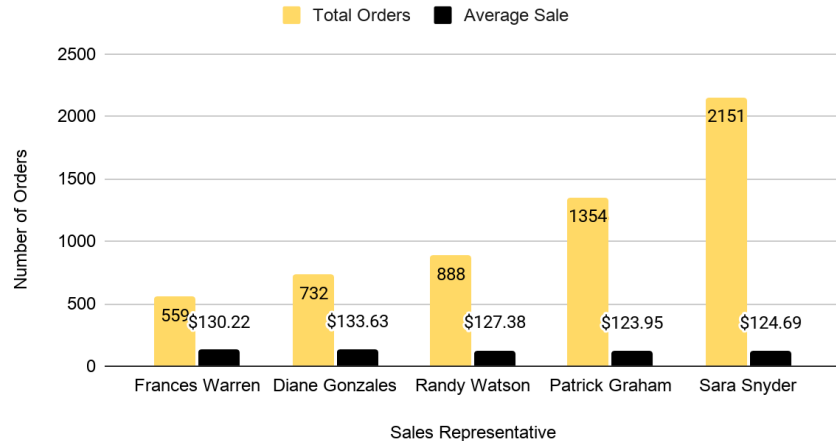


December is the highest month in sales generating \$119,606.18

Results			Messages	
	SalesMonth	TotalSales		
1	12	119606.18		
2	11	74309.99		
3	6	58342.53		

Who Is Our Most Productive Agent?

Number of Orders and Average Order Value Handled by Rep

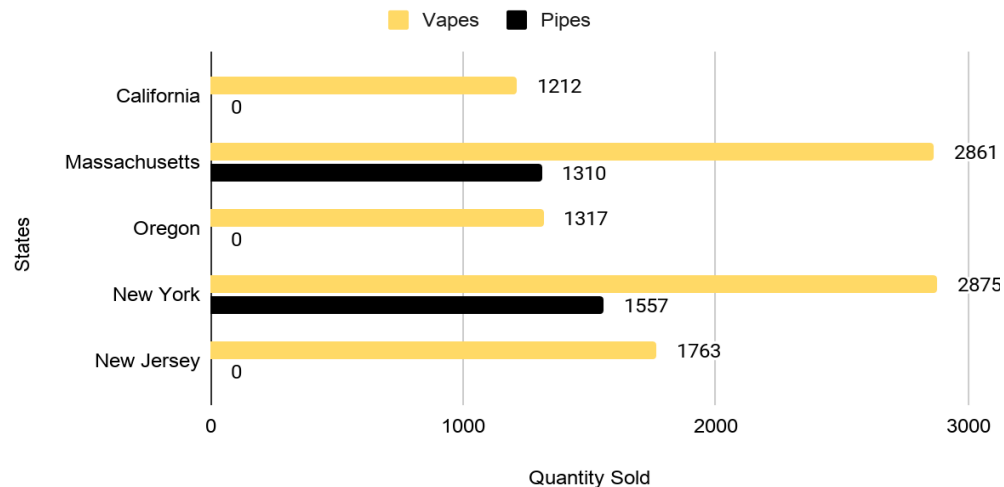


Sara Snyder is our most productive agent handling **2,151** orders.

	RepID	RepFName	RepLName	Sales Average By Agent	NumberOfOrders
1	200	Sara	Snyder	124.691803812181	2151
2	202	Patrick	Graham	123.954150664697	1354
3	203	Randy	Watson	127.382184684685	888
4	201	Diane	Gonzalez	133.632759562841	732
5	204	Frances	Warren	130.216135957066	559

Which states have the best selling products, and in what quantities are they sold in those states?

Top 5 Selling States

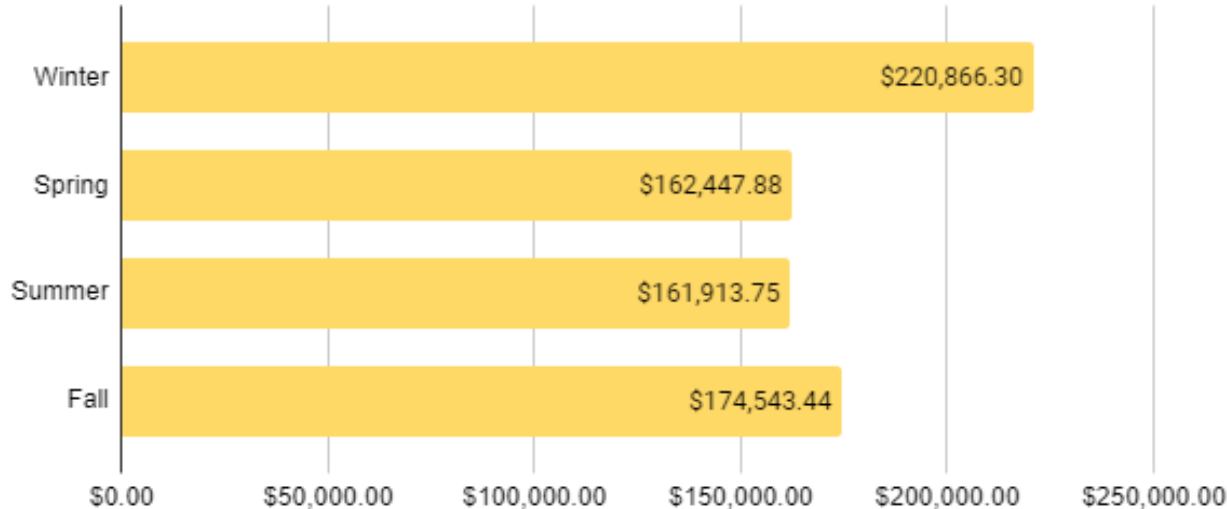


Results			
Messages			
	Item	TotalQuantitySold	Location
1	Junk	2875	New York

The item that sold the most was Junk with 2875 in New York

Which season generated the most sales?

Sales by Season



	Season	TotalSales
1	Fall	174543.44
2	Spring	162447.88
3	Summer	161913.75
4	Winter	220866.30

Winter is the season with the most sales with \$220,866.30.



Recommendations

The first is to emphasize the firm's strength for its vape product line. This single product makes up nearly half of all sales and customers clearly desire it over other offerings

Invest in additional sales representatives as well as in sales representative training. A well trained sales representative has a dramatic effect on sales.

Focus on the holiday season where two of the three most productive months out of the year are November and December. These two months nearly double the revenue of a typical month in a year. The firm should take advantage of the holiday season with promotional sales and events to maximize revenue.